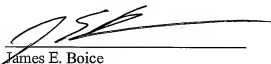


Exemplary **Claim 2** claims a feature of rewarding a user only if that user goes to a second web page for a specified period of time. On page 8 of the Examiner's Answer, the Examiner discusses *Lowell's* teaching of monitoring web traffic, and teaches that award points can be

granted to viewers of webpages for viewing a brochure, visiting a site during off-peak hours, etc (*Lowell*, page 8, lines 48-67). However, there is no suggestion of making a reward dependent upon a user spending a pre-determined amount of time at a second web page. With regards to other comments about Claim 2 in the Examiner's Answer, Appellants refer attention to arguments already made in their original Appeal Brief.

No fee is believed to be required; however, in the event any fees are required, please charge **International Business Machine's Deposit Account No. 09-0461**. No extension of time is believed to be required; however, in the event any extension is required, please consider that extension requested and please charge any associated fee and any additional required fees **International Business Machine's Deposit Account No. 09-0461**.

Respectfully submitted,



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